

CLAYTON CENTURY FOUNDATION



Clayton Century Foundation Board of Directors Meeting Minutes

Wednesday, January 28th, 2009
The Crescent
7:00 PM

Attendees: Ken Goldman, Judy Goodman, Scot Boulton, Jill Fisher, Sally Cohn, Michelle Harris, Gary Krosch, Dan Human, Peter Edison, Bev Wagner, Lotta Fox, Lee Hanson, Cindy Rapponotti, Ben Uchitelle, Cindy Berger, Elizabeth Robb

Staff: Eric Gruenenfelder - Superintendent of Recreation, Sarah Umlauf - Community Resource Coordinator, Judy Kekich – Communications Coordinator

Guests: Amy Rome and Leslie Peters of the Rome Group

1. Call to Order
Ken Goldman called the meeting to order at approximately 7:05 PM.
2. Opening Remarks by Ken Goldman
Ken introduced CCF Board Members absent from the first meeting and welcomed all in attendance. Ken noted that Clayton is unique in its mix of urban and suburban elements and is a regional leader maintaining a margin of excellence. Ken encouraged CCF board members to take a look at Naperville, IL as an example of stewardship within a community.
3. Approve October 29th, 2008 Minutes
The minutes were approved as submitted.
4. Treasurer's Report by Gary Krosch
In reviewing the Treasurer's Report, Gary referenced a memo prepared by Sarah Umlauf summarizing account activity to-date. To-date the CCF has received \$5,901.43 in individual donations, \$500.00 in corporate matching gifts, \$5,500.00 in charitable donations, and \$4,039.70 through a transfer of funds for a total balance of \$15,941.13. Of those donations totaling \$15,941.13, \$10,350.00 of the funds are unrestricted to the Clayton Century Foundation, \$4,374.70 of the funds are earmarked for the Clayton History Society, \$1,116.43 are earmarked to the Friends of the Hanley House, and \$100 are earmarked for the Friends of the CCF.

The CCF has incurred expenses totaling \$833.30 and has balance of \$4,167.70 in start-up funds from the City of Clayton.

5. Section Overview

- Parks Foundation - Cindy Rapponnotti

Cindy prepared a handout for the board. The handout reflected projects completed by the Parks Foundation including the Boy Scout botanical sign project in Oak Knoll Park and Musical Nights. A major goal of the Parks Foundation is the construction of a rain garden. The Parks Foundation has \$25,000 in 2 CDs as well as roughly \$4,000 to \$5,000 in a separate bank account.

- Clayton History Society - Scot Boulton

Scot did not submit a written report for the Clayton History Society. Scot noted that the new Clayton History Society began meeting in 2007 and worked closely to support the founding of the Clayton Century Foundation. The History Society even financially supported the CCF Art Fair Booth in 2008. The History Society has a website managed by History Society member, Cheryl Verde. Scot encouraged the board members to visit the site: www.claytonhistorysociety.org. In addition to supporting the CCF Art Fair Booth, the History Society hosted a Civil War Symposium in conjunction with the Historic Hanley House Fall Festival. The goal of the Clayton History Society is to establish a physical facility that incorporated both a library and archive. The group is in preliminary discussions with the Artist's Guild to establish a permanent space within their facility at Oak Knoll Park. The History Society would also like to create historic walking tours of Clayton. The Clayton History Society received \$5,000 in start-up funds from the City of Clayton of which about \$1,000 remains. The History Society also has over \$4,000 in funds carried over from the defunct Clayton Historical Society. Scot anticipates using these funds to create walking tours and to assist in creating an archive.

- Public Art - Beverly Wagner

Bev Wagner prepared a handout for the board. Bev noted that the Art Commission was established by ordinance in 1997. The group makes recommendations to the Architecture Review Board. The Art Commission also identifies sites for public art, solicits art on loan from organizations, and commissions original art. The goal of the Art Commission is to focus on clusters, gateways and events. A board member asked how the group was able to raise \$100,000 for the Aycock piece. The Art Commission responded that this feat was not easy. They targeted individual donors and businesses as well as other sources. The group found that individual donors were more receptive.

- Hanley House - Cindy Berger

Cindy provided some background on the Hanley House noting that the museum opened to the public in 1971 following an extensive restoration. The museum is now in need of renovations and a re-interpretation. During

the past year, the Hanley House worked with Roundtrips to create a virtual fieldtrip at the Hanley House. The Friends of the Hanley House sponsored a Fall Festival and had the participation of noted storyteller, Dianne Moran, as well as the participation of local Civil War re-enactors. The Hanley House hosted special Halloween tours of the home for children and Candlelight tours for the holidays. The Historic Hanley House has grown its volunteer base over the past year and would like to continue to increase participation of the local community at events. The Friends of the Hanley House would also like to target major donors to assist in the needed renovations at the historic site.

6. Development Committee Report by Jill Fisher

- The Rome Group, Leslie Peters

The Rome Group delivered a PowerPoint presentation based on their submitted report. Amy Rome & Leslie Peters led the presentation. First, the Rome Group recommended making the Friends of the Century Foundation a committee of the board of directors. The next recommendation was to establish membership levels for the CCF. Suggested levels of membership were highlighted in the submitted report. The Rome Group recommended that the CCF establish a board governance committee. The CCF was also directed to create a major gifts team to solicit donations of \$5,000 or more. The goal of the CCF should be to solicit unrestricted funds and target short-term projects for completion with the goal of raising funds for long-term projects, an endowment and foundation operating expenses. The Rome Group recommended that the CCF wait to launch an endowment campaign until 2013 and focus on building credibility in the meantime. Of the funds raised by the CCF, the Rome Group recommended that 25% or \$250,000 be designated to short-term projects and the remaining 75% be dedicated to long-term projects. The CCF should establish key messages addressing two pieces: 1) Why donors should support the City of Clayton and 2) Why donors should support the CCF. The board was directed to the Rome Group's written report for details concerning materials needed by the CCF, a timeline for year one, and a gift table. The Rome Group also directed the board to look to the written report for details on the next steps that should be taken by the CCF.

Board members asked for clarification of the public/private partnership between the City of Clayton and the CCF. Some members believed that the City would make a matching commitment to funds raised by the CCF. It was then put forth that the City of Clayton had not made such a financial commitment but has committed resources such as work by city staff and the city continues to support key amenities through maintenance.

7. Official Business led by Scot Boulton

Scot introduced 7 resolutions for approval by the Board.

1. That two new At-Large Board of Director positions for the Corporation are created in accordance with the provisions of the Bylaws of the Corporation, with the following persons nominated to fill the two new At-Large positions for the following terms: Sarah S. Cohn, 3 years; Gary Feder, 2 years.
2. That Lotta Fox has become an officer of a Section of the Corporation, the Friends of the Clayton Century Foundation (the "**Friends**"), and is no longer an At-Large Director of the Corporation and Kenneth Goldman has resigned his position as president of the Friends and therefore Kenneth Goldman is hereby appointed to the At-Large Director position formerly filled by Lotta Fox to fulfill the remaining term of that position.
3. That the persons who shall from time to time be the (i) two Clayton Aldermanic representatives to the Board of the Corporation and (ii) Chair of the Development Committee of the Board shall serve as members the Executive Committee of the Board, those persons presently being: Michelle Harris, Judy Goodman, Jill Fisher.
4. That the terms of office of **Peter Edison** and **Lee Hanson** will expire prior to the next annual meeting of the Corporation and that the Board of the Corporation hereby re-elects each of them to a term of three years.
5. That the following persons be elected as the Officers of the Corporation to serve in the capacities indicated until the 2010 annual meeting of the Corporation: Kenneth Goldman, President; Sarah Cohn, Vice President; Scot Boulton, Secretary; Gary Krosch, Treasurer.
6. That the Board of the Corporation ratifies the Board's Executive Committee's action in entering into a contract with the Rome Group for marketing consulting for the creation of a 2009 marketing plan with support for that year in the amount of \$4,000.
7. That the Board of the Corporation hereby adopts the attached "Clayton Century Foundation Conflicts of Interest and Documentation Policy" dated January 28, 2009.

Dan Human moved to approve all seven resolutions as presented. Bev Wagner seconded the motion. All approved.

8. Adjourn

The meeting was adjourned at 9:05 PM.

The next meeting will take place on Wednesday, April 29th from 7:00 PM to no later than 8:30 PM at a place to be determined.

Minutes submitted by Sarah Umlauf.